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THE EXECUTIVE MBA PROGRAM



ROY E. CRUMMER GRADUATE SCHOOL OF BUSINESS

Rollins College Winter Park, Florida 32789



THE EXECUTIVE MBA PROGRAM

ROY E. CRUMMER
Graduate School of Business

1982-1984



Dr. Martin Schatz
Dean
Roy E. Crummer
Graduate School of Business

It has been widely reported that a growing number of high-level corporate executives hold MBA degrees. This strongly suggests that the MBA is not just a credential for gaining entrance into an organization, but that the content of an MBA program provides the type of training which is important in helping one reach the top of that organization.

The Executive MBA program is designed for those individuals who are now in the middle to upper ranks of management and desire career paths leading to the top. The courses and the content of the curriculum are essentially the same as those offered to other Crummer MBA students, but the framework in which the program is offered makes it accessible to practicing managers. In addition, the framework adds a valuable dimension. Instead of a class consisting of 25 students and one teacher, the Executive Program consists of classes of one leader and 25 instructors teaching each other how things should be done and how things are done. It is an invaluable experience that cannot be gained in any other way.

Martin Schatz



CHARLES RICE, President, Barnett Banks of
Florida, and Chairman, Board of Overseers,
Roy E. Crummer Graduate School of
Business

MBA programs geared to the schedule and level of the busy executive have been available for several years through some of the more prominent graduate schools of business. They are well established at Chicago, Columbia, Wharton, Northwestern, and Vanderbilt. Executives in Florida now also have an opportunity to benefit from this proven means of acquiring general management skills.

As a member of the Board of Overseers of the Roy E. Crummer Graduate School of Business at Rollins, I am very pleased to endorse this program which will play a vital role for business and industry in Central Florida.

The format of the Executive MBA Program is particularly appealing to both the student and the sponsoring organization because the schedule does not interrupt the candidate's career. The Executive MBA Program is an excellent avenue to foster corporate executive development.

Charles E. Rice

Rollins College

Rollins is a small college with 1,350 undergraduate students equally divided between men and women. It is private and independent of either state or church affiliations. The student-faculty ratio of 12 to 1 provides generally small classes. Founded in 1885, Rollins is the oldest college in the State of Florida.

The faculty emphasizes teaching, as opposed to research, but they are excellent scholars. More than 85% of them hold doctorate degrees, representing many of the finest universities in the country.

The Roy E. Crummer Graduate School of Business is a separate but integral part of Rollins. It has its own distinguished faculty and is housed in its own building. It is a relationship that allows

the Crummer School to seek academic excellence in the study of business, while the College devotes its efforts to liberal arts.

The Crummer School is small and intends to stay that way. We are interested in maintaining a quality program with small classes, high faculty-student interaction and personal attention. We have an outstanding core of faculty within the Crummer School, supplemented by faculty from the College's Department of Economics and selected professionals who teach applied courses. Ninety percent of all courses are taught by full-time faculty, and all of the full-time Crummer faculty possess doctorates. More than half of them have written textbooks that are being used by many colleges throughout the nation.

The Roy E. Crummer Graduate School of Business is one of the few collegiate schools of business to devote its efforts solely to graduate education. The faculty and administration believe that the best education for management consists of a broad-based undergraduate program in the arts, sciences, or engineering coupled with a full two-year MBA program. On the undergraduate level, students should learn the fundamentals which give them the abilities to communicate and make ethical judgments; on the graduate level they should study the many subjects involved in making decisions concerning the management of an organization.

The Crummer School requires the student to do much more than memorize technical material. In core courses that introduce the subjects, the textbook is meant to be a resource that should be used much as one would use an encyclopedia for reference. Thus, the learning of textual material is not the goal of the course, it is only an intermediate step. The goal is to apply that portion of the material which is appropriate for the particular problem being solved. It is important to note that we are not trying to substitute practicality for academic theory. Rather, we supplement the theory with the ability to implement it.

Executive MBA Schedule

The Executive MBA Program begins in July of each year with a resident week of instruction and orientation. During that six-day period participants are exposed to a series of intensive courses which form the foundation for later study. The final course in the intensive sequence is Case Analysis and Presentation, which is given on Saturday and spouses are encouraged to attend.

Thereafter, classes are held one full day per week on alternate Fridays and Saturdays for an 18-month period. Each term is nine weeks in duration and each course meets for a four-hour

period. Two courses are scheduled per term, meeting either from 8-12 a.m. or 1-5 p.m. Following the first eight courses, there is a second full week of seminars offered during the summer. These deal with a mixture of special topics and subjects for personal development. Again, spouses are encouraged to attend the Saturday session on Stress Management.

Participants progress through the program as a group. No one is allowed to enter the group once it has convened. Smaller study groups are established within the total group and they play a critical part in the learning process. It is expected that study groups will meet at least bi-weekly for the purpose of reviewing work assignments and preparing case presentations or projects.

Year I - 1982-1983

Term	Dates	Courses	Credits
Summer	July 19-24	Six Intensive Courses	6
I	Sept. 10-Nov. 5	Managerial Accounting	3
		Organizational Behavior	3
II	Nov. 13-Jan. 29	Managerial Economics	3
		Information Systems	3
III	Feb. 4-Apr. 1	Quantitative Methods	3
		Marketing Management	3
IV	Apr. 9-June 4	Operations Management	3
		Financial Management	3
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			30

Year II - 1983-1984

Term	Dates	Courses	Credits
Summer	June 20-25	Six Intensive Seminars	6
V	Sept. 9-Nov. 5	Administrative Law	3
		Marketing Strategy & Control	3
VI	Nov. 18-Jan. 21	Managerial Planning	3
		Management Simulation	3
VII	Feb. 3-March 31	Management Policy	3
		Industrial Relations	3
			<hr/>
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Program of Study

Summer Intensive Courses

Six day-long courses covering the concepts of accounting, mathematics, microeconomics, macroeconomics, computers and case analysis.

1st Term

Managerial Accounting - Accounting data for management's use in planning and control. Includes coverage of costing systems, incremental analysis, standard costs, profit contribution reporting, and the use of return on investment as a measure of operating performance.

Organizational Behavior - The social psychological foundations for understanding individual and group behavior and the application of this theory to problems faced by managers.

2nd Term

Managerial Economics - The application of economic analysis and theory to the management of the organization. This course provides a link between microeconomics and decision science in managerial decision making.

Information Systems - The technology of computer-based systems designed to support decision making in an organizational environment.

3rd Term

Quantitative Methods - Statistical and mathematical methods relating to management, marketing, economics, and finance. Topics include probability theory, sampling, regression and correlation, and testing hypothesis.

Marketing Management - This course covers the factors affecting consumer and industrial demand, the role of advertising, channels of distribution, market research, pricing, product policy, and other elements which determine the character and structure of marketing programs.

4th Term

Operations Management - Introduction to the use of mathematical techniques in solving organizational problems in the management of the production and operations process. Topics include linear programming, simulation models, network planning, production planning, and inventory models.

Financial Management - This course provides the opportunity to learn the application of financial principles through case discussions and computer simulations. Topics include working capital management, capital budgeting, capital structure, and management of funds flow.

Summer Intensive Courses

These six day-long courses cover topics of current management interest as well as topics for personal development. The courses include: communications, quality management, personal finance and estate planning, international trade, organization development, and time and stress management.

5th Term

Administrative Law - This course deals with the major federal and state regulatory agencies as they affect the business enterprise. Topics include securities, regulations, equal employment, consumer protection, anti-trust, labor relations, pollution and OSHA.

Marketing Strategy and Control - Extensive case analysis is used to impart an understanding of the marketing planning and control process. Each participant will write and present a long-run strategic marketing plan for his business or organization.

6th Term

Managerial Planning - The development and operation of planning systems linking strategies to business and periodic operating plans, long-run to short-run, resources to activities, and functional to overall plans.

Management Simulation - Through the use of a complex computer game, the operations of a competitive industry are simulated over a multi-year period. Student teams represent different companies within an industry and make personnel, financial, production, and marketing decisions.

7th Term

Management Policy - This course integrates the disciplines of the various areas covered by previous courses by requiring the student to deal with complex cases as seen through the eyes of the top executive.

Industrial Relations - Through case studies in arbitration and grievance handling, contemporary problems in collective bargaining and labor negotiations are discussed.

Requirements for Admission

Applicants should normally have ten or more years of organization experience and several years in a managerial or senior professional position. Most applicants who meet these requirements will be between 30 and 50 years of age. Applications must be accompanied by evidence of the candidate's academic and professional accomplishments.

Academic Qualifications

The applicant must have a bachelor's degree or preparation which the Admission Committee considers equivalent. Each applicant is also required to take the Graduate Management Admissions Test, conducted four times a year by the Educational Testing Service—in October, January, March, and July.

Professional Qualifications

Professional qualifications should include a description of the candidate's present responsibilities and future objectives. Applicants must be sponsored by their organizations. The central aspect of sponsorship is the shared understanding by the applicant and the organization of the applicant's present career needs and future career potential.

Admissions Procedure

An application form is enclosed together with information on the Graduate Management Admission Test. All applications are reviewed by the Director of the Program and by a Faculty Committee.

Applications for the July entering class should be submitted prior to April; no application received after May 15 will be considered except under highly unusual circumstances.

A completed application consists of the application form, three letters of recommendation, a score on the Graduate Management Admissions Test, and official transcripts of academic record from all undergraduate, graduate, and professional schools attended. All necessary supporting materials must be on hand before an application can be processed. The first notifications will be made about March 1 for the entering class. Processing of applications completed after that date will ordinarily take two to three weeks.

Program Costs

Tuition is \$6,500 per year. This covers the costs of all instructional materials, including the participant's personal copies of all textbooks, cases and assigned readings, plus the costs of room and meals during the residential periods, and lunch on the Rollins campus during the academic year. It is payable in its entirety by June 15 of each year.

For Further Information

Director of Executive MBA Program
Roy E. Crummer Graduate School of Business
Rollins College
Winter Park, FL 32789
(305) 646-2249

JUNE									
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3	4	5	6	7	8	9			
10	11	12	13	14	15	16			
17	18	19	20	21	22	23			
24	25	26	27	28	29	30			

Company Sponsorship

All participants must be sponsored by their employing organizations. The sponsor must agree to keep the participant's travel time to a minimum during the academic year and to release him or her completely from all job responsibilities on all class days, including the week-long residential sessions.

Sponsors are expected to pay the participant's usual compensation while they are enrolled in the program. In most cases sponsorship also includes payment of the tuition fee.

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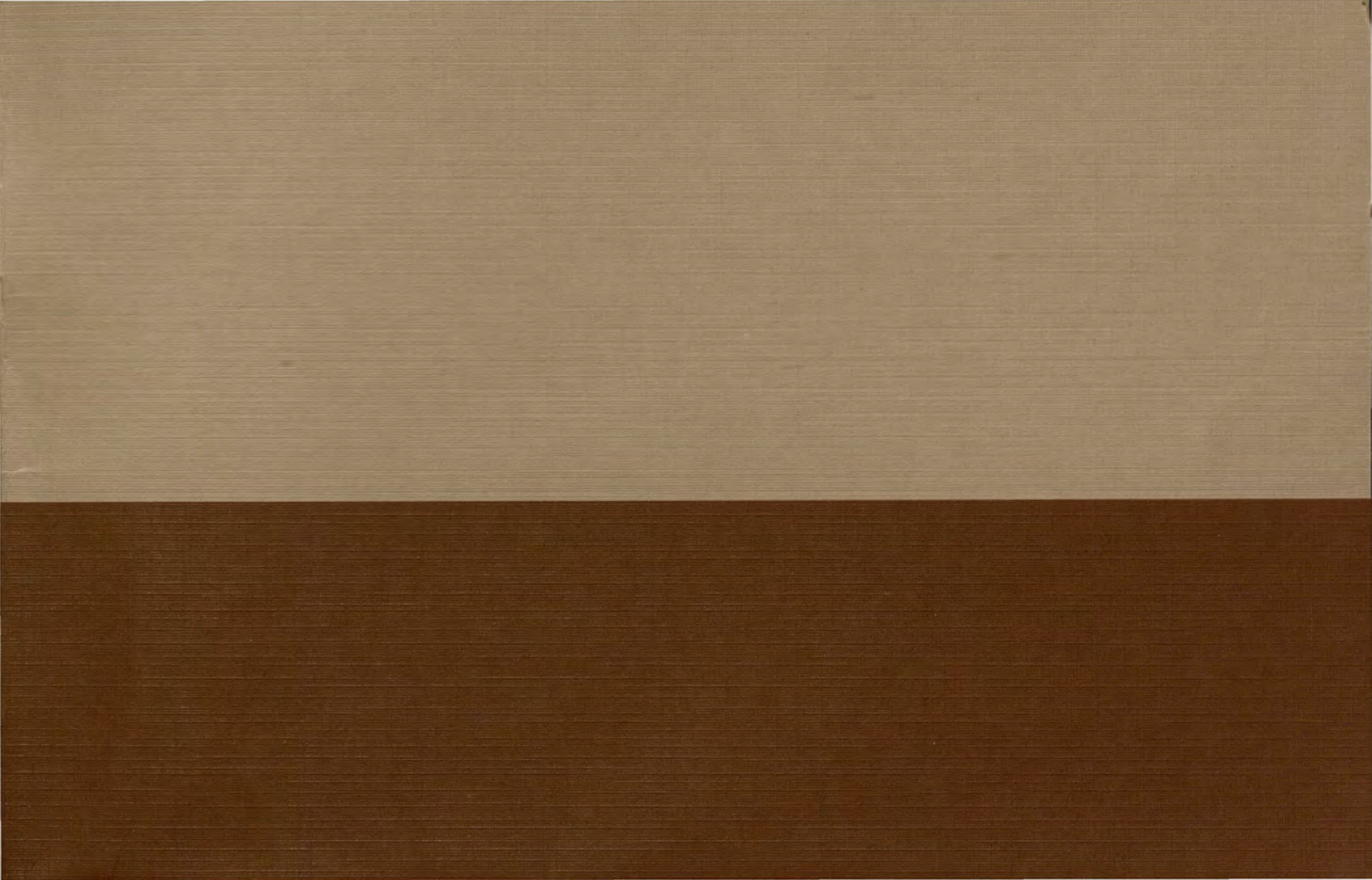
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The Roy E. Crummer
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